



LOG

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NO. 3

THE "INSIDE STORY" OF THE "OUTSIDE" SALES STAFF "SALES MEAN JOBS". WHAT IS OUR COMPANY DOING TO PROTECT OUR INTERESTS? SPRAGUE MEN WHO SELL WHAT WE PRODUCE



S. B. DARMSTADER***. (Chicago). Forceful, aggressive; hound for detail. One of our "star" sales makers. Born in Paris, France; went thru Cleveland, O. schools. Hobby: getting condenser orders and giving customers real service. Dito for his assistant, A. G. Ostrand.



JULIAN K. SPRAGUE***. (In charge of Canadian sales, N. Y. State, and certain Midwest accounts.) With his brother (R. C.), he designed the original Sprague Midget Condenser; developed equipment and methods for its manufacture. Present ambition: "To pass Chicago and Philadelphia in sales volume." Hobbies: new products for our Company to make, tennis, bridge, and home. Drives 40,000 miles per year selling our products! Daughter in picture, — also has son, age 13.



HARRY KALKER. (Retail Sales). All have a good word for Harry. A good mixer. Knows retail and manufacturing sales angles and is another hound for detail. Born in Boston: M. I. T. graduate. Formed Sprague Products Co. Has one boy, one girl, — 6 and 3 respectively.



HE fact that Sprague Specialties Company is the outstanding producer in the condenser industry is due first to its ability to lead in the production and development of the best equipment and second, to its intelligent and aggressive sales work. It takes "two kinds" of people to make a successful business these days, — those who direct and co-operate in the efficient manufacture of a good product, and those who can sell that product in a highly competitive field. Neither apples on trees or condensers in storage have any value unless a buyer can be found. Which is why intelligent sales people, technically equipped and constantly aggressive, are vital to our success.

Of course, successful selling jobs in the field mean steady work for all of us. To borrow a current and sensible slogan, "**Sales Mean Jobs.**"

Modern, competitive selling costs real money. A sales representative must maintain a showroom or office, pay for stenographic and office help, finance his own promotion and mail contacts and follow-ups. He is his own promotion, display, selling, complaint and credit department all rolled into one. Sprague Specialties is proud of the fact that its volume of sales is such that the total cost of salesmen's commissions, salaries and travelling expenses averages only about \$2.50 per thousand condensers! **This is probably the lowest sales cost in the entire condenser industry!**

Besides contacting his accounts personally at frequent intervals, the Sprague salesman must be able to help recommend the specific type and shape of condenser to meet the application at hand. He must be able to submit tentative designs and specifications and order samples to demonstrate that his suggestions are practical. It is interesting to notice, in the thumbnail biographies of our key sales representatives, how many of them have a combination of selling experience with past engineering or radio work. In short, **they have to know their stuff.**

Some of the "boys" were mighty bashful about sending in their pictures, — but we finally got 'em, — one and all.



G. R. ARMSTRONG. (Special accounts). Vigorous and energetic. A veteran in the distributing business. Born in England; attended schools in Chicago and Maine; graduate of Connecticut Business College. Heads up the G. R. Armstrong Mfrs. Supplies, Inc., Boston. Has a son and daughter, both college age. Hobbies: hunting and fishing.



B. J. FITZNER. (Detroit accounts). Took a complete course in salesmanship by matriculating in the "college of Hard Knocks" — winding up with a Bachelor of Science degree in Peddling! (30 yrs. of tough sledding with no tutors or cribbing). For 15 yrs., a manufacturer's rep in Detroit. B. J. is married, and has one daughter. Hobbies: first of all comes **selling**; then followed by fishing and hunting. Says he's chief cook and bottle-washer on the outings so that those who accompany him won't starve to death!



HARRY J. REYNOLDS. (New England). Untiring energy and broad knowledge of basic materials in electrical and radio fields. Was Purchasing Agent for Stone & Webster Engineering Corp. during Great War, later General P. A. for DeForest Radio Co. in Jersey. Born in Cambridge, Mass. The lady in above scene is Mrs. Reynolds. Harry's hobbies are: golf and salt water fishing.



ALBERT M. BAEHR. (Cleveland). "Al" was an army man, but attended Culver Naval School!! Has personality plus. An engineer for National Carbon Co., later V. P., G. M. & Treas. of the Storad Mfg. Co. A registered professional electrical engineer in Ohio. Hobbies: golf and tinkering.

THE SPRAGUE SALES SET-UP

Our direct sales to domestic manufacturers, except for the sale of capacitors for power factor correction, are now handled by thirteen salary or commission representatives. These are, in order of their seniority with the Company:

Julian K. Sprague***	August, 1926
Harry Kalker	August, 1926
S. B. Darmstader***	September, 1926 (and A. G. Ostrand, Asst.)
G. F. Petry***	April, 1929
H. W. Whitby	May, 1931
B. J. Fitzner	March, 1932
J. J. Tucker	July, 1933
A. M. Baehr	August, 1933
R. J. Noel	August, 1933
G. R. Armstrong	November, 1934
J. G. Corrin	November, 1935
A. J. Loeb	August, 1936
Harry J. Reynolds	December, 1936

***The three stars opposite men's names mean they have been the top order getters.

Direct Canadian sales to manufacturers are handled through Micarta Fabricators of Toronto, headed by Julian K. Sprague, who is ably assisted by Norman Rolph. All other export sales are handled through Walter McKim, ably assisted by Roland Paul. A special story on foreign sales appears on the fourth page. Sales of capacitors for power factor correction is headed by Lee Skipwith who has appointed sales representatives in key territories.

Over 200 wholesalers and 40,000 dealers and service men are contacted through Sprague Products Corporation headed by capable Harry Kalker who also represents us in sales to manufacturers in certain other territories. Some nearby manufacturers are contacted direct from the home office.

HOW ABOUT SUCCESSFUL SELLING?

To be a successful Sprague salesman, a man must be trained in the electrical business to answer the most exacting questions by customers. He must have the imagination to be able to visualize new uses for the line. He must like people. He must have the broadest possible acquaintance in the trade throughout his territory, and he must be understanding and friendly enough to work out and successfully recommend Sprague products as the correct solution for a customer's problems. He must have a thorough knowledge of the art of getting signatures on the dotted line, and a flair for correctly dramatizing the Sprague Line so that Sprague products will be in the forefront of every customer's mind. A sales career is full of "headaches", but it is also full of the adventure of constantly meeting new people and new problems — both engineering and human. Besides the livelihood it offers, selling brings the satisfaction of having helped develop production, — thus making possible the factory's steady progress in research, design, product acceptance, and employment.



G. F. PETRY*.** (Philadelphia). "A prince of diplomats!" Formerly with Amrad Corp. A pioneer sales engineer for the Mershon Condenser. Design and production mgr. for the Gordon Sleeper Co. Radio lab. assistant to F. R. Hoyt in N. Y., and a construction supervisor for A. T. & T. Technical engineer for J. Livstone & Co., N. Y. C. Served in U. S. N. during World War. Educated in Brooklyn, N. Y. A Cooper Institute and Stevens College man, and post-graduate at Columbia U. A "star" sales getter. Hobbies: colored shirts, salt-water yachting, radio.

. . . . AND RESULTS?

During 1937, we sold condensers to 341 manufacturing accounts (giving some idea of the complexity of our marketing problem). These condensers were used in an amazing variety of products, most of them familiar objects in our daily living. The Sprague sales force is constantly planning new ways to serve our present customers as well as ways and means of introducing our products to new customers.

The success of their work can be judged from the type of business they have brought in. It is significant that the biggest names in radio are among the following list of our twenty-six largest radio customers:

Andrea Radio Corp.
Belmont Radio Corp.
Colonial Radio Corp.
Crosley Radio Corp.
Delco Radio Division
Detrola Radio & Tel. Corp.
Electrical Research Laboratories Corp. Inc.
Fairbanks-Morse & Co.
Galvin Mfg. Co.
Kingston Products Corp.
Majestic Radio & Television Corp.
Midwest Radio Corp.
Noblitt-Sparks Industries Inc.

Philadelphia Storage Battery Co.
Philco Radio & Television Corp.
Pilot Radio Corp.
RCA Mfg. Co.
Radio Products Corp.
Rogers-Majestic Corp.
Simplex Radio Company
Sparks-Withington Co.
Stewart Warner Corp.
Stromberg-Carlson Telephone Mfg. Co.
Transitone Automobile Radio Corp.
Wells-Gardner Co.
Wilcox Gay Corp.
Zenith Radio Corp.

The list of our industrial accounts reads like a social register of American business and includes, among others, such representative firms as —

Black & Decker Mfg. Co.
Delco Appliance Division
Delco Products
Electric Vacuum Cleaner Co.
Emerson Electric Mfg. Co.
Ford Motor Company
General Electric Company
Leland Electric Company

Mallory Electric Corp.
Master Electric Co.
Ohio Electric Co.
Peerless Electric Co.
Robbins & Meyers Co.
Sunbeam Mfg. Co.
Sunlight Electric Mfg. Co.
Westinghouse Electric & Mfg. Co.



H. W. WHITBY. (Special motor accounts in Midwest). One of first five hams to establish communication with Europe the week amateurs took over the short-wave band. Built and operated first broadcast station to establish trans-continental voice communication (WGM, Atlanta, Ga. to KFI, Los Angeles) back in '22. In technical charge of WOR, Newark. Was chief engineer of Daven Radio Corp., and sales engineer for P. R. Mallory & Co. Born in Chicago. And girls, — he's married and has a 12 yr. old boy! Hobbies: tennis.



R. J. NOEL. (Western States). Born in Virginia City, Nevada. Attended grammar and high schools in San Francisco; took a correspondence course in elec. engineering. With Westinghouse Elec. Supply (Wholesale). Then P. A. for Majestic Elec. Development Co. Affiliated with Atlantic Pacific Radio Supply Co. Now with Consolidated Sales Co. Hobbies: badminton, tennis, baseball.



J. G. CORRIN. (Special West Coast Accounts). Born in Clyde, N. Y. Attended evening classes at Mechanics Institute, Rochester, N. Y. while employed in the Testing Dept. of Northeast Electric Co. Later with Westinghouse, Crocker-Wheeler Electric, Bell Telephone, Pittsburgh Transformer Co., Allis-Chalmers. J. G. is a mg'r's rep. with headquarters in Los Angeles. Married and proud dad to a 17 yr. old son. Hobbies: deep sea fishing, tennis, badminton, ping-pong and good music.



A. J. LOEB. (Additional Midwest Accounts). Native of Charleston, W. Va. With Allis Chalmers in Milwaukee (Engineering Dept., then to Radio Section Sales). Later with Wireless Specialties Apparatus Co. (division of R. C. A.) in Boston. A graduate of Purdue. Married, and dad to two charming daughters. Hobbies: golf and gardening, — two closely allied fields!



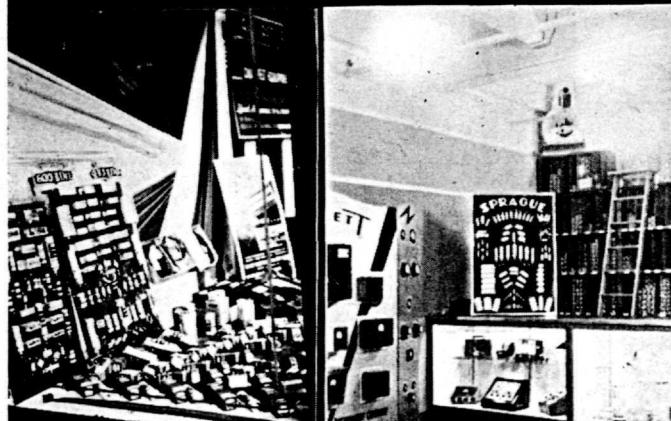
JOHN J. TUCKER. (Connecticut and special accounts in New York and New Jersey). Started career as an architect, interested in the building of skyscrapers. Now he's after some Sprague sales peaks! Born in N. Y. C. Graduate of Princeton, with special training in the Columbia School of Architecture. Worked with Fred F. French Co. and Teeson Construction Co., N. Y. C. Formerly chairman of the Norwalk Planning Commission, and in '28 was a member of the Olympic Committee. Has two daughters (in picture). Hobbies: tennis and tennis medals!



LEE SKIPWITH. (KVA). Born in Nashville, Tenn. Attended U. of Nashville, Vanderbilt and Cornell (graduate of the latter). Spent nine years in various branches of engineering and construction work. Lee started a sales agency company in '19 and has been a "peddler" ever since. Says he had an 18-month "nightmare" in the shipbuilding industry during the World War. Hobby: farming.



WALTER M. MCKIM. (Export Manager). Born in Boston 43 years ago. Graduate of Harvard. With National City Co. and U. S. N. organizing Government War Risk Insurance Offices. Then with Carr Fastener Co. Now Export Mgr. for a group of factories. Last year his overseas organization covered and made sales all over the civilized (and some parts of the uncivilized) world. "Walt" has a 12 year old son. Hobby: sailing with his boy.



TYPICAL STORE DISPLAYS of Sprague condensers are shown above. The upper right and lower left are window scenes. — the other two are interior store displays. One of the most potent of sales promotion media is point-of-sale display of the actual product. Note the large board mounts which so effectively sample a part of our line.

EXPORT SALES

On every continent of the world there are prospective customers for us. Our foreign trade, except Canada, is handled through Mr. McKim, ably assisted by Roland Paul. Believe it or not, there is probably no mail steamer leaving the good old U. S. A. week in and week out which does not carry the message of Sprague quality and superiority to customers and prospects in every corner of the world.

According to Walt's records, customers have been served by the Sprague Specialties Company in forty-one different countries. His distribution is even greater than that, because the goods have been shipped destined to a considerable number of additional markets through customers in the group of 41, and through New York buying agencies.

Perhaps you didn't realize it, but the products you help make are shipped into such distant lands as Argentina, Australia, Belgium, Brazil, British South Africa, Chile, China, Hawaii, India, New Zealand, Norway, Peru, Sweden, Switzerland, Venezuela, England, France, etc.! Our export sales account for about 6% of our total business.

FOUND IN A SALESMAN'S NOTEBOOK

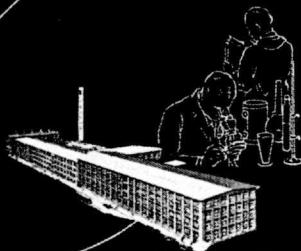
The chap out on the road travels through no path of flowers day in and day out. His is a job of keeping everlastingly at it, through personal sorrows, disappointments, misunderstandings, — and all the ups and downs of life in general.

Marshall Field gave twelve rules for sales success. We came across them in a salesman's notebook the other day. Here they are:

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The power of kindness.
7. The influence of example.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

Think 'em over!

History speaks for itself. It shows unmistakably that Sprague Condensers have always led in quality because they have always been the first to be improved. Constant, far-reaching engineering research is a Sprague tradition.



SPRAGUE
GOOD CONDENSERS—EXPERTLY ENGINEERED—
COMPETENTLY PRODUCED

SPRAGUE SPECIALTIES COMPANY, NORTH ADAMS, MASS.

CATALOGS — DIRECT-BY-MAIL

A wide variety of inexpensive, though effective printed pieces is available for distribution to jobbers, dealers, and service men. Our catalog consists of 22 pages and cover, illustrating, describing and pricing the line of cardboard dry electrolytics (450 volts, 600 volts, DC units, and low voltage types); paper condensers,—tubulars, "bathtub" type by-pass, Type UC oil impregnated and wax filled; can-type dry electrolytics; trimmers and short-wave condensers; transmitting condensers, micas, auto radio condensers; exact duplicate replacements for various brands of radio receivers; oil condensers for capacitor motors; AC motor starting condensers. Other factual data, including many tables, makes a complete and valuable guide for our customers. Separate bulletins, broadsides and circulars are issued from time to time to give special promotion on various products. With the **thousands** of condensers we make in an almost infinite variety of design, our catalog and mailing piece job is a difficult,—but a vitally necessary one.

WHAT ABOUT SPRAGUE ADVERTISING?

Supplementing the work of our sales representatives and salesmen,—and aimed to reach a larger section of the trade than the sales force could personally interview, is the modest Sprague advertising program. We say "modest" because it is just that,—in view of the fact that we believe in putting our money into the product and not going beyond entirely reasonable bounds in advertising. It is a recognized fact that good advertising,—carefully placed,—assists materially in obtaining and maintaining sales volume.

Customers prefer to buy from firms which are well known and well thought of. It is a handicap for salesmen to try to sell the product of a relatively unknown manufacturer. Because of its high standards, size, aggressive sales work, and its advertising, Sprague Specialties is known as the leading concern in the condenser business.

The two, greatly reduced ads shown on this page appeared in trade and dealer publications such as "Electronics", "Radio Today", and "Proceedings of the Institute of Radio Engineers". "Electronics" reaches practically 10,000 interested parties,—"Radio Today", slightly over ten thousand, and so on. Our text is brief,—the layouts clean-cut,—the background contrasty. No detail is overlooked to make these ads **work** for us.

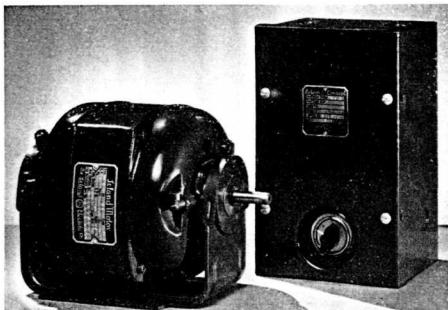
Size is an indication of something important to you as a buyer of radio components. However, we take far more pride in Sprague's consistent record of engineering supremacy than in the world's largest condenser factory which came as its natural result.



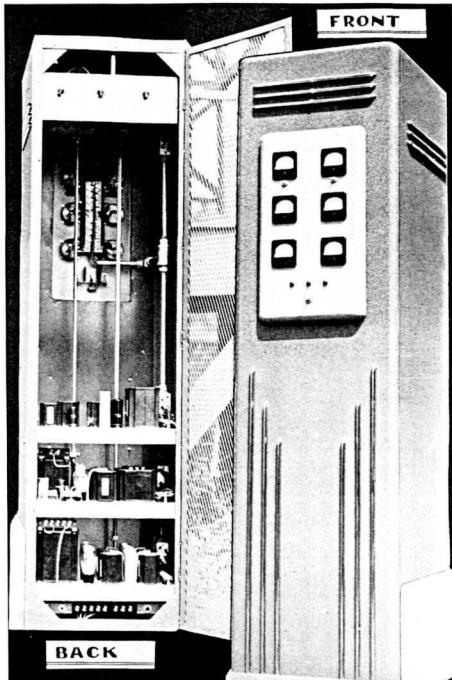
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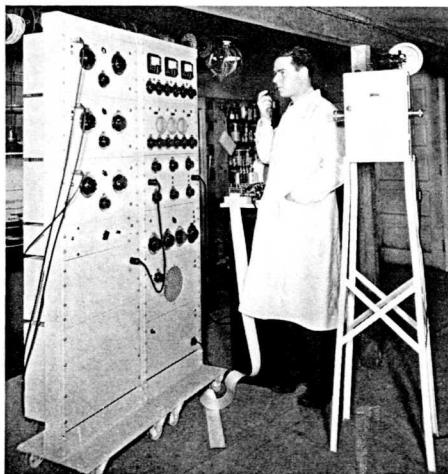
A FEW INTERESTING APPLICATIONS OF SPRAGUE PRODUCTS



Above: Leland Unit Heater Motor and Control. It is general practice on circulating fans in the unit heater field to have the motor adjustable to three speeds (high, medium and low). Since the speeds required are a function of the size of the room, the heat losses of the building, etc., it can be seen that for best performance of the equipment, these speeds would be quite likely to vary considerably from one installation to another. Accordingly, the manufacturer, while still providing with a three speed switch, provides facilities which are adjusted at the time of installation for a total of eleven different speeds! The three speeds best suited to the installation are set up in connection with the manual control, enabling a producer to get the most out of his installation under all conditions and circumstances. This has also done away with the motor inventory that the unit heater manufacturer previously carried to take care of unusual circumstances. The first capacitor type motors produced by this company several years ago were factory equipped with Sprague condensers, and they have uninterruptedly used Sprague condensers on their motors ever since. We may take pride in this tribute to the uniformity, dependability and quality of Sprague condensers.



Above: Modern police radio station equipment, showing front and back views. In the back view, you will note the generous use of Sprague wet electrolytes. Quite a few paper and drys are also used on this job. This equipment is manufactured, installed and maintained by the Haigis Laboratories of Maple Shade, N. J. and is the development of Dr. Carlton Haigis.



Above: Mr. Lovett Garcean, Director of the Electro-Medical Laboratory, Inc., Holliston, Mass. stands before his new three-channel **Electroencephalograph** which, to you and me, is a highly technical instrument used to localize the point or origin of the electrical currents generated in the human brain. The amazing mechanism also traces the progress of these waves, and determines the speed of conduction of nerve currents — in addition to mapping out the pathways of the nervous system! It was found desirable to operate simultaneously a number of amplitude and rate recording channels. The single channel paper record, Triple and quadruple channel systems employ three and five 35-mm. film cartridges which record simultaneously on the same camera film. With this instrument, records can be taken from three and five subjects, as in the study of the reaction of a group of patients to hypoglycemic treatment (treatment for sugar deficiency in the bloodstream). Sprague condensers are an important part of this important instrument.

BIRTHDAYS IN OCTOBER

Birthday greetings to:

- | | | |
|---------------------|--------------------------|---------------------|
| 1. Lillian Cola | 12. Marion Conroy | 23. Arthur Gironx |
| Mary Pieropan | Rudolph Drabik | Anthony Szotla |
| Vivian Scrivens | John O'Leary | John Washburn |
| | | |
| 2. Albert Lincoln | 13. Theodore Blair | 24. Earl Atwell |
| Frank Spila | Marie King | Alice Senechal |
| | | Adèle Starsiak |
| 3. Wendall Smith | 14. Laura Trimarchi | |
| | | 25. Thomas Bullett |
| 4. Helen Harrington | 15. Douglas Pinsonneault | Fred Dubois |
| Mae Roy | | Viola Guillino |
| | 16. Andrew Gireginti | John Penezar |
| 5. Rose Corsi | Anna MacDonald | Thomas Riddell |
| Frances Murphy | | |
| 6. Paul Bergeron | 17. Marion Dean | 27. Clarence Brown |
| Clarence Bliss | Lena Matranga | Charles Veazie |
| Lloyd King | | |
| Raymond Fawcett | 18. Alfred Boyer | 28. Raymond Calvi |
| | Josephine Convery | Linda Domeneck |
| 7. Louis Morecco | William Landry | Bronislaw Sojnicki |
| | | |
| 8. John McKenna | 19. Lawrence Laliberte | 29. Prosper Lussier |
| Nahabo Skorupski | Emma Underwood | |
| | 20. Charles Desrosier | 30. Stanley Dorst |
| Isabelle Paquette | Emma Blair | Joseph Garemani |
| 11. Dalton Chilson | 22. Lucy Jones Davis | Jennie Sindelico |
| Bertha Salavatis | Adolf Kaczowski | |
| | Bernard Langner | Mary McGuinnis |
| | | Catherine Oldham |

NEWS ITEMS

We are glad to learn that Julia Dumoulin (Wet Assembly) is improving following a serious operation.

A stag party was held in honor of John Puppolo at the "Springs" in New Ashford. John was presented with a smoking set.

A stag party was also held for Dr. Burnham at the Country Club. He was presented with a purse of money.

Doris Piaggi, Virginia Piaggi and Enis Montagna spent their annual vacations in New York City.

Beatrice Peltier (Rolling Dept.) spent her vacation in Philadelphia.

Beatrice Bachand was a week-end guest in Washington, D. C. recently.

John and Daniel Shea (Formation Dept.) spent their vacations in Old Orchard, Maine.

Mr. and Mrs. James Mancuso (Paper Assembly) vacationed at Lake George the first part of September.

The annual Halloween dance sponsored by the Paper Assembly Group will be held at White Oak Men's Club in Williamstown, Oct. 28. No one will be admitted unless in costume.

Ray Auge and John McConnell spent a week-end in New York City recently.

There follows a list of subjects to be taught this year at Drury High. Mr. Justine Barrett, director of continuation and vocational schools announces he will arrange a course on any subject for which 15 or more persons signify a desire, in addition to the following. Classes begin about the first week in November. No. Adams "Transcript" will soon publish details, and our bulletin boards will cover.

Sheet metal work; woodwork (bench and machine); elementary and advanced mechanical drawing; blueprint reading; civics for citizenship; English; textile designing; physical education for boys and girls; business English, law and arithmetic; business machines; bookkeeping; tailoring and sewing; foods; first aid and home nursing.

Last Softball game of the season gave Sprague Products a 19 to 4 victory over the Braytonville office men. A swell windup!

Bowling is about to begin, and arrangements have been made for a Sprague League. Most of last year's teams will try for honors again this season. The following teams have reported to date: Machine Shop, Can Shop, Pretuner Dept., Mica, Wet Formation, Paper Assembly, Dry Assembly, Sample Dept., Stock Room. We understand the girls are forming several teams. More about this later.

The annual tennis tourney has been won for the second consecutive year by Eddie Goodman (Time Setting Dept.). His opponent in the final game was Frank Cumberland (Can Shop).

WEDDING BELLS

MILLER-RANDALL. Samuel Miller (Shipping) to Lottie Randall, in First Baptist Church, Adams, Sept. 3.

VIGEANT-PILOT. Catherine Pilot (Rolling Dept.) to Harold Vigeant, Sept. 3.

BELLOWS-CIRULLO. Mary Cirullo to Leslie Bellows, in St. Anthony's Church, Sept. 5.

GIBEAU-DeSANTY. Beatrice DeSanty (Paper Assembly) to Alphege Gibeau, in St. Anthony's Church, Sept. 5.

PROUSE-TURCOTTE. Henrietta Turcotte (Paper Test) to Charles Prouse, in Notre Dame Church, Sept. 15.

PUPPOLO-DEL DEBBIO. John Puppolo (Chemical Control) to Lena Del Debbio in St. Anthony's Church, Sept. 24.

DR. JOHN BURNHAM (Laboratory), was married in California on October 9.

CUSTRA-MACKSEY. Dorothy Macksey (Paper Test) will be married to Stanley Custra on October 15.

ENGAGEMENTS

GILBERT-DILORENZO. Mary DiLorenzo (Paper Assembly) and George Gilbert will be married in the near future.

RIDDELL-COOPER. Thomas Riddell (Impregnating Dept.) will be married to Miss Edith Cooper on October 29.

NEW SONS

Sept. 7. Frederick. To Mr. and Mrs. Frederick Powers. Dad is employed in the office. Mother is Anna (Paper Assembly).

Sept. 13. Frederic Louis. To Mr. and Mrs. George Davis. George formerly worked in Boxing Dept. Mother Florence is in Paper Rolling Dept.

Sept. 24. To Mr. and Mrs. John Pierce. Mother Laura works in the Boxing Dept. Dad is employed in the Final Test Dept.

NEW DAUGHTERS

Sept. 10. To Mr. and Mrs. Woodrow Boillat. Mrs. Barbara works in the Rolling Dept. Daddy Woodrow was formerly employed in the Impregnating Room.

A daughter recently to Mr. and Mrs. Edward Messier of Williamstown. Mrs. Mary was formerly employed in the Rolling Dept.

A daughter recently to Mr. and Mrs. Hilliard. Mrs. Gertrude was formerly employed in the Wet Assembly Dept.



A PRIZE KIDDIE SHOW. Above: 1.—In her white fur cap, 1½-year old Eleanor Fawcett. Father is Raymond (Can Shop). 2.—Born April 28, Frederick Windover, Jr. Mother is Rita (Paper Rolling Dept.). Father "Fritz" (Stock Room). 3.—All set to go is Tommy Bernard, son of Mary B. (Boxing Dept.). 4.—Little John Koscienski, son of Gertrude K. (Mica Dept.). 5.—Young David Ledger, son of Oliver (Pretuner Dept.) is right at home in front of camera. 6.—This "candid" shot by William Pierce shows Mr. and Mrs. John O'Connell and Ginger O'Connell. 7.—One of our youngest here, Carole Anne Smith, 5 months, daughter of Marion (Mica Dept.). 8.—Proof that Harry Cassidy's (Machine Shop) son, David F., caught a 5½ lb. small mouth bass. 9.—Marilyn Manns, daughter of Robert (Ovens Dept.) and Gertrude (Boxing Dept.) all set for a spin on her tricycle. 10.—Jimmy (left) and Johnny Steen, sons of Ralph Steen. 11.—Taken at the farewell picnic for Dwight Root on Aug. 27, this photo shows in foreground (left to right) George Livermore, Dwight, George Senecal and Jerry Steinberg. 12.—Little Jacqueline Haley looking at her new bed quilt. Mother is Alma (Dry Rolling Dept.). 13.—Margaret Simon, 2 years old. Her mother is Marie (Mica Dept.). 14.—Joan Fleury, daughter of Phyllis (Pretuner Dept.) and Jack (Final Test) shown waving her canary stick. 15.—Feeding the chickens are Claire and Sunda Martin. Father is Tommy Martin (Boxing). 16.—Taking an outdoor nap is William Joseph Sullivan at 7 weeks. Son of Esther (Paper Assembly). 17.—Bob (left) and Henry Gamari, Jr., sons of Henry Gamari (Export Dept.). 18.—Nancy Jane Chilson holding brother Frank Stanley, Jr.; children of Frank Chilson (Check Inspection Dept.). 19.—An intrepid angler is 3-year-old Grace Powers, daughter of Fred (Office) and Anna (Paper Assembly). 20.—Introducing Charles Rancatti, Jr. at four months. His mother is Norma Bunting Rancatti (Mica Dept.). 21.—Shaking her tiny finger at something is Janet Piaggi, daughter of Ida (Boxing Dept.).

EDITORIAL

OUR THOUGHTS

It's the contrasts that make life enjoyable.

Those who work in the city get relaxation in the country. The farmer gets a "kick" when he goes to the city.

Hard work gives spice to play; fatigue adds pleasure to sleep. Even dreams are an escape from ourselves. They are a kind of magic carpet onto which we step and ride away from our wounds and our mediocrity.

Many think they would be supremely happy if they never had to work at all. They would for three months. Then their freedom from responsibility and useful activity would become irksome, and they would long for the opportunity to test their mind and muscle on a hard task.

Vacations are an escape from the humdrum. We can't wait until we start on our long-awaited "rest", — and yet, we are always glad to get back to our responsibilities and familiar faces again. The "contrast" was just enough to make it stimulating; something to make us think; something to talk about.

Happiness is elusive. We capture it, hold it for a moment, and then it disappears, sometimes leaving us in a new environment, but face to face with the same old personality and temperament that distinguishes us from all other human beings. Though we alter our occupation, these shadows are with us.

As we think, we travel, and as we love, we attract. We are today where our thoughts have brought us; we will be tomorrow where our thoughts take us.

DO YOU KNOW

That we have sold FORTY MILLION CONDENSERS in one year, 1,322,000 condensers in one week, and 15 tons in one day?

That next to salesmen's commissions, the cost of samples is our largest item of sales expense?

That a thickness of insulation approximately ONE THOUSANDTH OF AN INCH in certain types of our paper condensers is sufficient to stand 400 volts continuous operating voltage? (That's almost FOUR TIMES the voltage of your house lighting circuit, not to mention the thickness of insulation used for home wiring in comparison!) A real tribute to Sprague design and the quality of the materials we use!

That if you have a car, radio, or electric refrigerator, you possibly have a Sprague condenser in each, and most probably have one more in at least one of them?

That an electric condenser determines and controls CAPACITY, — one of the three fundamental characteristics of an alternating current circuit?

That the other two fundamental characteristics are RESISTANCE and INDUCTANCE?

That Sprague condensers sold in 1937, if placed end to end would stretch for 5000 miles, or further than from North Adams to Rio de Janeiro by regular sea route? And that Sprague condensers sold since we moved to North Adams, if placed end to end would reach around the world at the equator?

SAYS YOU!

Scotchman: "Doctor, what can I do to prevent seasickness?"

Doctor: "Have you a dime?"

Scotchman: "Yes, sir."

Doctor: "Well, hold it between your teeth."

A patient in a lunatic ward insisted he was Adolph Hitler. "Who gave you that name?" the doctor inquired.

"God gave it to me," said the patient.

"No, I didn't," answered a voice from a neighboring bed.

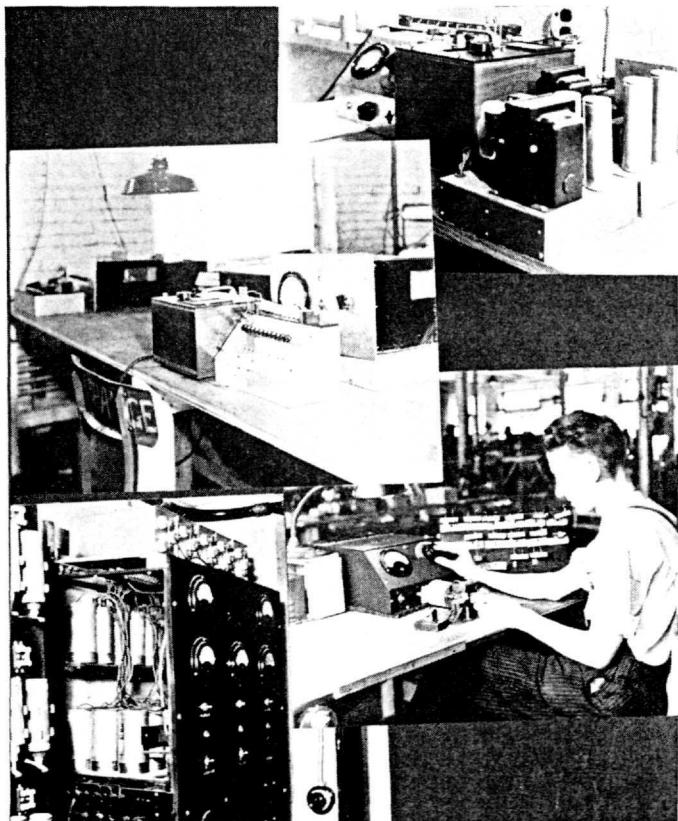
ROUND ONE EVEN

Kitty: "Gracious, it's been five years since I've seen you. You look lots older."

Catty: "Really? And I doubt I would have recognized you but for your coat."



Miss Ida Marceau, second oldest Sprague female employee in point of service, — in spite of her youth. Ida is an exceptionally popular girl due, in large measure to her pleasing personality and willingness to co-operate at all times. She works in the Dry Dept., reports for the "Log", and resides on State Street, North Adams.



From left to right, top: One of our push button tuning assemblies being put to practical use in the plant — rapid capacity testing of push button units. **At right:** Wet condensers in use for power supply for liquid compensator testing. Liquid compensators are a recent development by our engineers.

Below at left: A life test on the power supply board. The units in back of the panel are oil condensers that have been in use since approximately 1930. **Right:** Harold Jones using silvered mica condensers, one of our latest developments. The most stable condensers yet developed for commercial use, their capacity remains practically unchanged despite broad fluctuations in temperature, frequency and humidity conditions.